

# Nebraska Health and Human Services System

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## Cardiovascular Health Program

### Project Drink Milk



#### Purpose of the Project

To provide Nebraska schools with partial funding to implement healthier choices into vending options through a milk vending machine.



#### Source of Funding

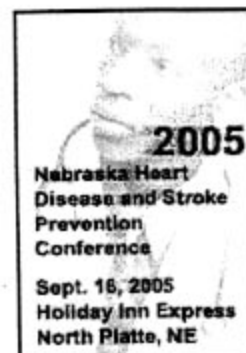
Nebraska Health and Human Services-Cardiovascular Health Program is sub-awarding funds provided by the Preventive Health and Health Services Block

Grant (CDC) to schools. This sub-award was given as "contract" funding. Click here to view the milk vending machines purchased as part of the contract Milk Vending Machine (774 kb)



#### Why Project Drink Milk

## NEW Information



Nebraska Physical Activity and Nutrition State Plan: *Promoting Healthy Weight & Preventing Chronic Disease*

Cardiovascular Disease Mortality and Risk Factors by Nebraska's Local Public Health Department Regions

The Impact of Cardiovascular Disease in Nebraska Report

ARF Movement


Nebraska Heart Truth Campaign

Overweight Among Nebraska Youth 2002/2003 Academic School Year

In the past several years, some research has shown a link between dairy consumption and a decrease in body fat. One such study, published April 23, 2002 in the Journal of the American Medical Association (JAMA) suggests that young adults who consume more dairy products- such as milk, cheese, and yogurt- may be less likely to become obese and develop the insulin resistance syndrome(IRS), a key risk factor for type 2 diabetes and heart disease. These findings are consistent with a growing body of research that demonstrates dairy's role in reducing the risk of obesity and other chronic diseases.



#### History of Project

Two schools were recruited to pilot this project in 2002. Over the next two years, milk machines were implemented into eleven additional schools (six in 2003 and five in 2004). These eleven schools were chosen through an application process. Examples of the application and contract are located below and may be downloaded. Each school awarded in 2003 committed to conduct four sets of student surveys during the three-year contract period. This information will be compiled as an intensive evaluation to study the correlation between milk vending machines in schools and milk consumption in Nebraska students. Those schools awarded funds in 2004 have committed to conduct three sets of administrator/coordinator surveys during the three-year contract period. This information will be utilized to determine the perceived cost-effectiveness and efficiency of the milk vending machines in schools by those coordinating efforts for Project Drink Milk. [2004 Application and Contract](#)  (224 kb)



#### Key responsibilities of the contractor (school) include:

- Organize a student-driven milk campaign to promote the machine, milk

sales, and the importance of calcium consumption.

- Apply 75% of the proceeds from the milk machine to enhance healthy nutrition and/or physical activity, excluding athletics, within the school. The Department must approve the use of the proceeds for the duration of the contract.
- Keep a monthly log of sales and profits from the milk machine and provide these in a report to the Cardiovascular Health Program on a bi-annual basis.
- Provide a report with all activities (i.e. student-driven milk campaign, barriers, successes) pertaining to the milk machine on a bi-annual basis.



#### Funded Schools

##### **Year 1 (2002)**

Southeast High School (Lincoln)  
Norfolk High School

##### **Year 2 (2003)**

Lakeview High School  
(Columbus)  
Beatrice High School  
Norfolk Jr. High  
Plattsmouth Jr. High  
Creighton Jr./Sr. High  
Gering High School

##### **Year 3 (2004)**

Plainview Jr. Sr High  
Callaway Public Schools  
Beatrice Middle School  
Bancroft-Rosalie  
Nemaha Valley Schools

**\*\*No further contracts will be funded at this time through the NHHSS CVH Program.**

Contact the Nebraska Dairy Council for information on milk vending for your school @  
<http://www.drinkmilk.org>

Documents in  PDF format require the use of Adobe Acrobat Reader which can be downloaded for free from Adobe Systems, Inc.

#### Contact Information:

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